

## ABSTRACT OF THE DISCLOSURE

The magnetic recording medium comprises a soft magnetic undercoat film, an orientation control film that controls the orientation of a film provided directly above, a perpendicular magnetic film of which axis of easy magnetization is generally oriented perpendicular to a non-magnetic substrate, and a protective film, that are provided on the non-magnetic substrate, wherein the orientation control film is made of a Co alloy which contains one or more elements selected from Ti, V, Sr, Y, Nb, Mo, Hf, Ta, Ni and W.